

Message Text

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PAGE 01 VIENNA 03014 101435Z

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 USIA-15 /035 W

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R 101007Z APR 75

FM AMEMBASSY VIENNA

TO SECSTATE WASHD 5317

INFO AMEMBASSY PARIS

UNCLAS VIENNA 3014

EO 11652: N/A

TAGS: BEXP, AU

SUBJ: AMERICA DAYS IN GRAZ; KASTNER & OEHLER IN-STORE PROMOTION

PASS COMMERCE AND USIA

1. GRAZ MAERICA DAYS EVENTS ON OPENING DAY, APRIL 7, WERE HIGHLY SUCCESSFUL AND WENT OFF ON SCHEDULE DESPITE LATE MORNING RAINFALL DURING OPENING CEREMONIES AT CITY HALL SQUARE. US AIR FORCE BAND PERFORMED BRILLIANTLY TO CHEERING CROWDS, BOTH OUTSIDE IN MORNING RAIN AND INSIDE TO FULL HOUSE AT EVENING CONCERT. AMBASSADOR WAS MOST CORDIALLY RECEIVED DURING HIS CALLS ON GOVERNOR NIEDERL AND MAYOR GOETZ. FOLLOWING THEIR BRIEF WELCOMING STATEMENTS AND APPROPRIATE REPLY BY AMBASSADOR DURING OPENING CEREMONY, GROUP WAS CONDUCTED THROUGH KASTNER & OEHLER DEPARTMENT STORE BY ITS MANAGER, DR. PETER BOECK. THE STORE HAS A REMARKABLY VARIED AND TASTEFUL SELECTION OF AMERICAN GOODS MOST ATTRACTIVELY DISPLAYED.

2. GRAZ PRESS COVERAGE OF EVENTS HAS BEEN EXCELLENT WITH COMPLIMENTARY REFERENCES TO CAREFUL ADVANCE PLANNING AND WIDE RANGE OF COMMERCIAL AND CULTURAL EVENTS SCHEDULED.

3. OUR FIRST IMPRESSIONS BOTH FROM REMARKS OF KASTNER & OEHLER PERSONNEL AND ON-SPOT OBSERVATIONS ARE THAT IN-STORE PROMOTION WILL BE VERY SUCCESSFUL. CUSTOMERS APPEAR IMPRESSED (AND MANY) BY GOOD TASTE,
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GOOD QUALITY AND LOW PRICE OF MOST US ITEMS FEATURED.

4. THE FIVE NAVAJO INDIANS, WITH THEIR BEAUTIFUL
JEWELRY AND CARPET DISPLAYS, ARE A GREAT ATTRACTION.
THEY ARE PARTICIPATING WITH GUSTO AND MAKING EXCELLENT
CONTRIBUTION TO OUR AMERICA DAYS PROGRAM.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 10 APR 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975VIENNA03014
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750125-1055
From: VIENNA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750460/aaaacdij.tel
Line Count: 67
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: ShawDG
Review Comment: n/a
Review Content Flags:
Review Date: 30 JUN 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <30 JUN 2003 by SilvaL0>; APPROVED <21 JAN 2004 by ShawDG>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: AMERICA DAYS IN GRAZ; KASTNER & OEHLER IN-STORE PROMOTION PASS COMMERCE AND USIA
TAGS: BEXP, AU
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006